

Global Advertising-based Video On Demand Market Size Study, By Solutions (Pay TV, OTT Services, Internet Protocol Television (IPTV)), By Monetization Model (SVoD, AVoD), By Platform Type (Smartphones, Tablets/Laptop), By Content Type (Movies, Educational/Fitness Programs), and Regional Forecasts 2022-2032

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Abstracts

The Global Advertising-based Video On Demand (AVoD) Market is valued at approximately USD 146.6 billion in 2023 and is anticipated to grow with a healthy compound annual growth rate (CAGR) of 13.0% over the forecast period from 2024 to 2032. This transformative market represents a vital segment within the digital entertainment landscape, driven by the exponential growth of internet accessibility, smart device adoption, and the increasing demand for affordable and flexible content consumption. AVoD platforms provide users with free access to content in exchange for viewing advertisements, offering a cost-effective alternative to subscription-based models while enabling advertisers to target audiences with precision. The increasing integration of advanced analytics and AI-driven tools in AVoD systems enhances personalization, allowing platforms to deliver a curated and engaging viewing experience.

The AVoD market has witnessed a seismic shift as content creators and distributors pivot to digital-first strategies to cater to evolving consumer behavior. The rapid adoption of OTT (Over-The-Top) platforms, coupled with advancements in Internet Protocol Television (IPTV) solutions, underpins this robust growth. Significant investments by tech giants and media conglomerates are shaping the competitive landscape, enabling superior video delivery quality, diverse content libraries, and

regional language offerings. The convergence of social media platforms with AVoD services has further amplified user engagement, providing advertisers with lucrative opportunities for targeted outreach.

The growth trajectory of the AVoD market is bolstered by the rise of smartphone penetration and expanding broadband infrastructure across emerging economies. Countries in Asia Pacific and Latin America, with their burgeoning digital-savvy populations, represent significant untapped potential. For instance, the proliferation of budget smartphones and affordable data plans in markets such as India and Brazil has driven a surge in mobile video consumption. Simultaneously, collaborations between telecom operators and AVoD platforms are fostering ecosystem-wide innovation, enabling seamless content delivery and improved monetization strategies.

Despite its promising outlook, the market faces challenges such as stringent regulatory frameworks and the increasing competition from subscription-based models (SVoD). Furthermore, concerns regarding data privacy and ad-blocking tools pose hurdles to advertisers and platform operators. However, strategic partnerships and technological innovations, such as interactive ads and gamification, are mitigating these obstacles, positioning the AVoD market as a pivotal force within the global media and entertainment sector.

Regionally, North America has emerged as a dominant market due to its established digital infrastructure, widespread adoption of smart devices, and a mature advertising ecosystem. The presence of key players such as Hulu, YouTube, and Roku drives market growth in this region. Meanwhile, Asia Pacific is anticipated to grow at the fastest rate during the forecast period, propelled by rapid urbanization, increasing disposable incomes, and the growing popularity of regional language content. Europe, with its high internet penetration and emphasis on regulatory compliance, continues to maintain steady growth, supported by the expansion of AVoD platforms in countries like Germany, the UK, and France.

Major market players included in this report are:

Hulu LLC

Roku, Inc.

The Walt Disney Company

YouTube (Google LLC)

Amazon.com, Inc.

Netflix, Inc.

Tubi (Fox Corporation)

Crackle (Chicken Soup for the Soul Entertainment)

Vudu, Inc. (Fandango Media)

ViacomCBS Inc. (Pluto TV)

Tencent Video

Baidu Inc. (iQIYI)

Zee Entertainment Enterprises Ltd.

Sony Pictures Entertainment Inc.

Samsung Electronics Co., Ltd.

The detailed segments and sub-segments of the market are explained below:

By Solutions:

Pay TV

OTT Services

Internet Protocol Television (IPTV)

By Monetization Model:

SVoD

AVoD

By Platform Type:

Smartphones

Tablets/Laptops

By Content Type:

Movies

Educational/Fitness Programs

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market estimates and forecasts for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

In-depth analysis of geographical landscapes, including country-level insights.

Competitive landscape with information on major players.

Strategic recommendations for stakeholders and new entrants.

Analysis of market drivers, challenges, and opportunities.

Detailed demand-side and supply-side evaluations.

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